



State of Wisconsin  
Governor Scott Walker

**Department of Agriculture, Trade and Consumer Protection**  
Sheila E. Harsdorf, Secretary

**Date:** May 10, 2018

**To:** Board of Wisconsin Department of Agriculture, Trade and Consumer Protection

**From:** Sheila Harsdorf, Secretary *Sheila Harsdorf*  
Kathy Schmitt, Interim Administrator, Division of Agricultural Development *Kathy Schmitt*

**Subject:** End of the Year Summary, Alice in Dairyland

**Presented By:** Crystal Siemers-Peterman, 70th Alice in Dairyland

**Recommendations/Requested Action:** Information only

**Summary/Background:**

**Introduction**

Alice in Dairyland is a public relations professional, serving as Wisconsin's Agriculture Ambassador, within DATCP's Division of Agricultural Development. Alice in Dairyland serves for one year as a contracted employee of DATCP. Crystal Siemers-Peterman's year began in June of 2017 and will end in June of 2018. During her year of serving as Alice in Dairyland, Crystal Siemers-Peterman promoted agriculture on behalf of Wisconsin's farmers and agribusinesses.

Alice is a unique and important part of the landscape of Wisconsin's promotional and information efforts. Alice actively connects consumers to agriculture through educational presentations to students, speaking engagements at urban and rural community events, and media interviews. Since the Alice in Dairyland program's inception in 1948, the role of Alice has continued to expand. After nearly seven decades, Alice in Dairyland has evolved into an iconic figure promoting Wisconsin's food, fuel, and fiber.

**Alice in Dairyland Program Mission Statement**

To support agricultural business by educating the general public about the vital role agriculture plays in the economy, environment, and quality of life in Wisconsin.

**70<sup>th</sup> Alice in Dairyland**

Crystal Siemers-Peterman currently serves as Wisconsin's 70th Alice in Dairyland. As Wisconsin's agricultural ambassador, Crystal has educated audiences across Wisconsin about our state's diverse agriculture industry as well as the significance of the agriculture industry's \$88.3 billion annual impact upon the economy of the state of Wisconsin.

Crystal Siemers-Peterman grew up on her family's registered Holstein dairy farm in Cleveland, Wisconsin, which is where she found her passion for Wisconsin's diverse agricultural industry. Crystal was actively involved in the Manitowoc County Junior Holstein Association, the Wisconsin Junior Holstein Association, and the Manitowoc County 4-H. Through Crystal's participation in these organizations, she represented Wisconsin at national competitions in both dairy quiz bowl and dairy

judging. She graduated in May 2017 from the University of Minnesota-Twin Cities with a major in agricultural and food business management and a minor in marketing. On campus, Crystal was involved in the National Agri-marketing Association, National Grocers Association, and Gopher Dairy Club. Crystal served in internships at several agriculture-related businesses such as the Sassy Cow Creamery, FLM+ Advertising Agency, and Land O'Lakes, Inc.

### **Key Messages**

Throughout the past year, Alice focused on five key messages that reflected the goals and work plan of DATCP, adapting these messages based on the audience:

1. Wisconsin's dairy farms contribute to our state's economy, culture, and future well-being. Ninety-six percent of Wisconsin dairy farms are family-owned.
2. About one in nine people working in Wisconsin work in an agriculture-related job. There is a place for everyone who wants to work in Wisconsin agriculture.
3. Wisconsin's farms and agribusinesses sell their products to 150 countries around the world.
4. The diversity of Wisconsin's agriculture industry is our greatest strength. Wisconsin needs farms of all types, sizes, and production methods to be successful.
5. Consumers have many choices when purchasing food. Wisconsin's farmers and processors provide a safe, wholesome, and secure food supply for every family.

### **Key Performance Goals**

During her year as Alice, Crystal Siemers-Peterman worked towards completion of several goals:

Goal 1: Generate media coverage through 60 television interviews, 120 radio interviews, 60 print interviews, and 1,000 internet postings targeting the Alice in Dairyland key messages or incorporating the missions of Alice, the Division of Agricultural Development, or DATCP.

Result: Generated media coverage with 151 television interviews, 114 radio interviews, 80 print interviews, and 850 internet postings featuring key messages.

Social Media: Crystal continued to enhance the visibility of agriculture as well as the Alice in Dairyland program through the use of social media, specifically focusing on Facebook, Instagram, and the "Adventures in Agriculture" Alice in Dairyland Blog. Crystal's blog on the importance of county fairs reached more than 25,000 people through social media and was reprinted in multiple publications. Her unique State Fair and World Dairy Expo campaigns created strong social media engagement and shared the story of these unique agricultural events with the citizens of Wisconsin. These campaigns reached more than 100,000 viewers.

Goal 2: Provide speeches to diverse audiences, including at least one of the key messages.

Result: Presented 281 speeches that included at least one of the key messages.

Audiences ranged from pre-school students through senior citizen organizations. Presentations occurred in both rural and urban settings.

Goal 3: Develop and execute three (3) industry media blitzes.

Result: Developed and executed five (5) industry media blitzes.

- July 2017: Wisconsin Backyard Cookouts – focusing on utilizing Wisconsin cheese, meats, and vegetables for summer menus.

- September 2017: Corn – focusing on educating the public about the wide range of products made from Wisconsin Corn.
- November/December 2017: *Something Special from Wisconsin™* program focus.
- February 2018: Wisconsin Wool – focusing on Wisconsin sheep and fiber industries.
- May 2018: “Cheese Monger for a Day” Madison area media campaign.

Note: Each of these campaigns included an intensive 2-4 weeks dedicated to media stops promoting various facets of Wisconsin agriculture. Crystal committed herself to enhancing the Alice media list and secured repeat interviews with many new media outlets across the state.

### **Program Direction and Partnerships**

Alice accomplished her goals through the support of many Wisconsin partner organizations.

For example, to encourage the use of ethanol, Crystal drove an E-85 flex-fuel Ford Explorer, made possible through a partnership with the **Wisconsin Corn Promotion Board**. To date, Crystal traveled more than 33,000 miles to hundreds of events while fueling up with E-85, a renewable fuel made from locally grown corn. E-85 is a blend of 85 percent ethyl alcohol and 15 percent gasoline which is produced from the starch in agricultural products such as corn and switch grass. Crystal also was able to conduct a media campaign educating the public about Wisconsin corn and the many ways corn is used in the products consumers purchase every day.

The **Dairy Farmers of Wisconsin** (Wisconsin Milk Marketing Board, Inc.) created the programming that Crystal presented to 3,676 students over four “blitz” weeks from January through May 2018. In the 4th grade classrooms, a program entitled ‘Mapping Out a Healthy Wisconsin’ utilizes a trivia game format to educate students about healthy foods grown in Wisconsin. DFW developed the curriculum and provided training, materials, and support in addition to generous financial support for the Alice in Dairyland program. Crystal also promoted Wisconsin cheese at events, through interviews, and via social media, extending her reach to thousands of citizens to further spread the message about the many wholesome, nutritious, and delicious benefits of Wisconsin’s dairy industry.

The **Kettle Moraine Mink Breeders Association** provided Crystal with a mink coat, custom made for her after she learned about the mink industry during a tour with A&M Dittrich’s Mink Farm. Wisconsin is known for having some of the highest-quality mink pelts in the world. The coat promotes Wisconsin’s mink ranchers as well as their number one ranking in production and sales of mink pelts.

The **Midwest Jewelers Association**, formerly the Wisconsin Jewelers Association, helps to increase the visibility and impact of Alice in Dairyland through a specially designed tiara and brooch. The gorgeous tiara, made of 14 karat gold and platinum, has three scallops lined in 90 diamonds and features the amethyst and two citrine stones which are indigenous to the state of Wisconsin.

### **Selection of the 71st Alice in Dairyland**

The 71st Alice in Dairyland Finals held in Adams County on May 17-19, 2018.

The success of the Alice in Dairyland program depends upon partnerships that offer financial and educational support.

The program welcomes feedback from the Board in its ongoing efforts to continue building new partnerships and growing the state of Wisconsin's agribusinesses, which will maximize the benefits to the agriculture community.